



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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Executive Summary

Hot Chilli's Company is a new company that operated for the first time in Malaysia. It is the first Mexican based company that managed by bumiputera and it consist of 3 partnership which hold an important position in the company. The 3 of them are the General Manager, Operational Manager, Marketing Manager, Administration Manager and Financial Manager of the company . The name Hot Chilli is come out from the idea of Mexican Food such that our company only selling Mexican fast food whereas the food's ingredient are mostly hot spices. This shows that we care about the product that will be deliver to the customers and the originality of Mexican food.

As for our business, we are providing the one and only Mexico specialty to Malaysia which is Taco and Burrito. Day by day, people nowadays don't really like to eat local food. So, from this we make a conclusion that we are going to sell non - local food to local people and took the opportunity from it .Not only those, Malaysian really like to eat spicy food.

The business initial capital is estimated around RM80, 000. In total, our company have 7 workers exclude the managers, which are 3 waitress/waiter, 2 Chefs and 3 Cashiers. To attract more customers, we have trained the workers first before making them into work. From here, the workers can behave well and more discipline while doing their job. The customers will be more comfortable when eating in our shop.

Our market target of customers is from young people to old people. We welcome everyone who would like to try new things from our shop. Even children can also buy our products.

Based on the objectives above, we are venturing into food industry. Taco and Burrito has the potential of being a profitable business if the promoting and selling is done in a modern way with large scale. We can expect that our business will become more developed in the near future as we can see the demand for Mexican food will increase not only during occasion season but it might be a new daily food for all people here. This can give us the opportunity to increase our franchise throughout Malaysia as well as throughout ASIA..

Introduction

Hot Chilli's Company will be established on 20/11/2018. Through this business, we'll be selling Mexican food. We will be locating at Sub lot 13, Aiman Samarahan, Jalan Dato Mohammad Musa, 94300, Kota Samarahan, Sarawak.

We will be offering six types of dishes which are Chicken Taco, Beef Taco, Lamb Taco, Chicken Burrito, Beef Burrito and Lamb Burrito with a reasonable price that everyone can have a taste of our products. We sell these products is because Mexican food have not been introduce in Kota Samarahan. We also opening with the casual-dining style so all of the customers can enjoy eating tacos or burritos at our place or at home and also at office with families and friends.

Since there is no Mexican food being sold in Kota Samarahan, we will ensure that the customers can have the experience of having our product without regret because we will make sure that our ingredients are fresh and original.

Business development in casual-dining nowadays are very convincing especially selling Mexican foods and have a big prospect to continue to thrive in line with the other casual-dining such as KFC and McDonald.

Since we will be opening in October 2018, we will need a financial assistance in a form of loan to strengthen our business. We are optimistic and positive that with the right strategy and high commitment, we can expand our business especially our plans to open up a concept of Mexican casual-dining throughout Malaysia.

Purpose(s)

A business plan is a written document that serves as a blueprint and a guide for a proposed business project that one intends to undertake. There are several purposes in preparing business plan. Below are the lists of purposes that become the reason why we do the business plan.

(1) Future Vision

- Businesses evolves and adapt over time and factoring future growth and direction into the business plan can be an effective way to plan for changes in the market, growing or slowing trends and new innovations or directions to take as the company grows. Although clarifying direction in the business plan lets you know what to do and where to start, future vision allows you to have goals to achieve in the future.

(2) Manage Company

- A business plan conveys the organizational structures of your business, including the titles of the managers of workers and their individual job/duties. Business plan also acts as a management tool that can be referred to regularly to make sure the business is on course with the meeting goals, sales targets or operational. In Hot Chilli's Company, we see business plan as a primary source/guidelines for us in doing the entire task that occurs in our company.

(3) Secure Business Financing

As we start our business, finance is always be the major problems. This is because we constantly concern ourselves with the finance. Financing concerns begin with the start-up costs and then continue with business expansion and new product development. When we look for the outside financing, the first thing investor do is to see business plan. Same goes to the private investors, bank or any other leading institution. They will always want to see how you plan on running your business, what the expenses will be, and how you plan for the business in the future.